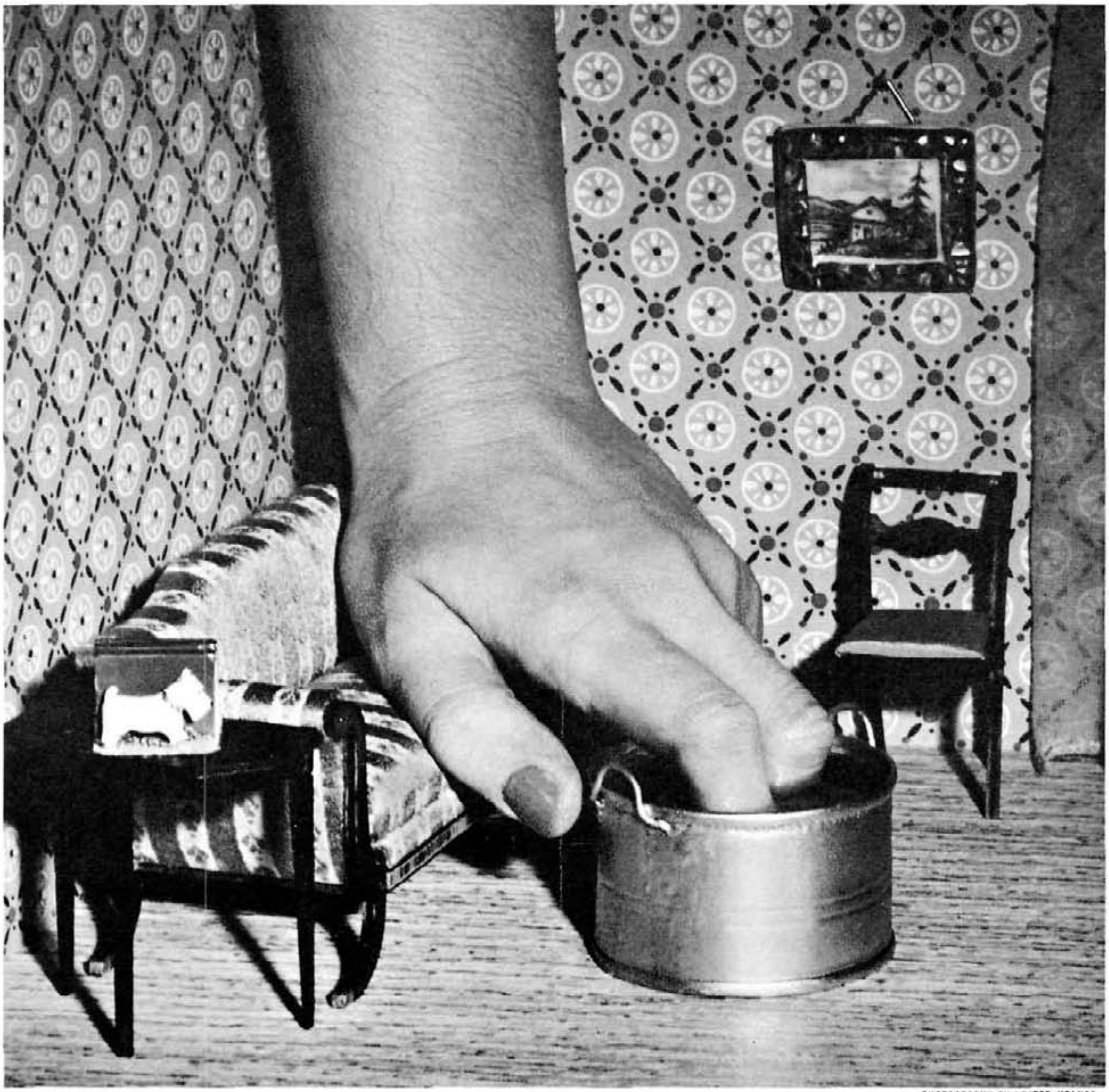

LOOK,
MAD
IND
OUR PRICE
25c
CHEAP
No. 79
June, '63
SPECIAL MOTHER'S DAY ISSUE
Norman Mingo



PHOTOGRAPHY BY LESTER KRAUSS

After you let your fingers do the walking!

Yep, after you shop the Yellow Pages way, you'll have to soak your fingers in Epsom salts! Why? Because fingers just aren't made for all that walking! We'll show you what we mean: Let's say you're out of Epsom salts. Okay, you'll shop by phone for some. Simply look up "Epsom Salts" in the handy Yellow Pages. There it is—No, that's an "Epsom Salts Manufacturer"! Now what? Try "Drug Stores"—they should carry it! Let's see: "Drug Importers," "Drug Manufacturers," "Drug Store Fixtures"—Ahh, here it is: "Druggists, Retail—See 'Pharmacists'"! More walking! Okay—"Pharmacists"—Hmmm—"Pharmaceutical Machinery," "Pharmaceutical Research Laboratories," "Pharmaceutical Manufacturers"—Ahh! At last! "Pharmacists"! Ho-Boy! Did you ever see so many "Pharmacists"? Okay, let's find one nearby. Start walking down the list. By now, your poor sore fingers are really killing you! See what we mean? You better let your feet do the walking next time. They're made for it!

Yellow Pages

NUMBER 79 JUNE 1963

MAD

"It's a good thing the Earth turned out to be round, because putting a satellite into a square orbit would've been costly!"
—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
ASSOCIATE EDITORS: Jerry De Fuccio, Nick Meglin
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The Usual Gang of Idiots

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MAD—June, 1963 Vol. 1, Number 79, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 850 Third Avenue, New York 22, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Allow 6 weeks for change of address to become effective.

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If a summit meeting were to be held at the White House, there would be a minor advantage, but many relative disadvantages.

TV'S EFFECT ON CHILDREN............12



MAD took this survey on the effect of TV on kids. Results were inconclusive, but the effect of the survey on kids was terrible!

HOW TO SUCCEED AT CHILDHOOD....18



A new "how-to" book that tells kids how to succeed at childhood — written by **MAD** experts — who are all in their second childhood.

TAX TIME, U.S.A........................23



One way to get the public to pay income taxes is to turn the job over to Madison Ave.... *which has sold* it every other idiot idea.

HOW TO TURN YOUR DUMPY CITY.....27



MAD shows how to turn a dumpy city into a tourist trap. Now some dumpy city will surely show us how to turn **MAD** into a magazine.

UP-TO-DATE SERVICE SONGS..........33



This article brings some service songs up to date. When the Army & Navy see them, this article will bring **MAD** up on charges.

FAMILY DOCTORS 36



After you read this David Berg treatment of Family Doctors, you'll feel like sticking out your tongue and saying "Y-e-ecchhh!"

DISCOUNT CENTER OWNER OF YEAR..43



MAD can't vouch for the sanity of Discount Store owners . . . but we can for the writer of this piece. He's more than 40% off!!

TO REALLY ENJOY THESE MAD ALBUMS

THE PLAY'S THE THING!

Unfortunately, most D.J.'s are too chicken to play 'em!





SO PLAY 'EM YOURSELF — YOU'LL FLIP

Now On Sale At All Record Counters
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Please send me:

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☐ **MAD "TWISTS" ROCK 'N' ROLL**

I enclose:

☐ **$4.00 for one** ☐ **$8.00 for both**

NAME ____________

ADDRESS ____________

CITY ____________ **ZONE** ____

STATE ____________

PRICE SLASHED!



Yep, in his last few horror movies, Vincent Price was **slashed** — by one fiend or another. Too bad **we** won't slash the price on these full-color portraits of **MAD's** "What—Me Worry?" kid, Alfred E. Neuman. If you want one for framing or stuffing in worn-out shoes, they're still 25c. Mail money to **MAD**, Dept. "**What — Color?**" 850 Third Avenue, New York 22, N. Y.

LETTERS DEPT.



MAD WRITER MAKES GOOD

Congratulations on your "Hollywood Surplus Sale" in issue #77. Mr. Woodbridge's succinct vignettes were as easy on the eyes as were Mr. Doud's descriptives on the funnybone. And speaking of Mr. Doud, I conclude that he is the same "Earle Doud" who conceived the record-breaking album, "The First Family." If I am correct, then MAD deserves credit for having recognized and given momentum to Mr. Doud's vast creativity with "C-Men In Action" (MAD #72), published months before the now celebrated advent of "The First Family."

Bryna Millman
University of Buffalo
Buffalo, N. Y.

Actually, Earle Doud's writing first appeared in MAD #67 with "Advertising Space on Road Signs"—Ed.

My question is: Is this the same Earle Doud that co-produced the hit album, "The First Family," and if it is the same one, what's a high class guy like him doing writing for a trashy magazine like MAD?

Nathan Katz
Camden, New Jersey

He doesn't any more! He's no longer that desperate!—Ed.

PARITY PARODY

Since the government is bolstering our economy with programs like the "Soil Bank" for farmers, why doesn't MAD try to bolster the literary standards of our country with a similar scheme for authors? For a nominal fee, I would agree not to write a short article for your magazine. For a slight increase in rate, I would be willing to forego writing several articles. And for a very reasonable annual salary, I'm sure I could find hundreds of articles not to write, and I would even give up writing letters to you.

Amelia Rubin
Fresno, California

GUILTY—NOT GUILTY

Your magazine usually contains excellent satire about the evils of the modern world. However, your article, "The Defensers" went just a little bit too far. "The Defenders" is one of the best, if not the very best program on the air today, and I cannot see your point in ridiculing it.

Lisabeth A. Cramer
Indianapolis, Ind.

Superb satire, "The Defensers"!

John Thorburn

A MATTER OF DEGREE

The work your magazine has done in the last ten years should have brought someone on your staff a Ph. D. in Sociology by now!

Thurman Smith
University of N.C.
Chapel Hill, N.C.

We'll settle for a High School diploma!—Ed.

UPON REFLECTION

I think your "Letters Department" is the dumbest thing I've ever read. I'd like to get a look at one of those idiots who write you. He must be a real clod!

Mark Allman
Alexandria, Va.

Got a mirror handy?—Ed.

LATE READER

I wish I might have started reading MAD sooner . . . because then I could have quit reading MAD sooner, which I've just done!

Jim Southers
Vista, California

EXECUTIVE SWEET

Other people who have written to your magazine telling you how good (?) it is have been just regular everyday laymen. Let me quote an excerpt from the San Diego Evening Tribune: "Jim Dempsey, the Astronautics Corp. president is an ardent fan of MAD Magazine. He calls it 'the only sane magazine published in the United States.'" If the president of one of the biggest corporations in the country says this about MAD, who knows, maybe the President of the United States will say something next.

Stephen Mulford
San Diego, California

Like "You're all under arrest!"?—Ed.

HAILED AS A GREAT WORK OF ART!

. . . BY FRIENDS AND RELATIVES OF ITS SCULPTOR, ART GREPPSE. EVERYBODY ELSE THINKS IT'S ATROCIOUS!



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Check size(s) and enclose proper amount

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ADDRESS ____________

CITY ____________ ZONE ____

STATE ____________

(NO ORDERS SHIPPED OUTSIDE THE U.S.A.)

NO ADDRESS GIVEN

This letter is being sent to see if our Post Offices are as "gone way out" as your magazine. Obviously, if you get this one, they are! Seriously, though, if you do get this letter with only a black-and-white picture of Alfie as the address, you might let "Playboy" know that this time there was no mistake, and that it travelled half-way around the world.

John S. Henry
Mt. Albert
Auckland, New Zealand



Not only did we get the letter, but there wasn't a mark of any kind on it. Looks like postal systems all over the world have finally gone "Mad"!—Ed.

SANE MADNESS

Why must you persist in running yourselves into the ground? For six years, I have periodically examined your truly amazing magazine, and must admit that it is a spark of rationality in a world beset by insanity. Yours is certainly a most enjoyable form of satire.

G. D.
Toronto, Canada

FIT TO BE TIRED

Why does everyone, including President Kennedy, make such a fuss over the physical fitness of today's youth? In my opinion, it really isn't that bad. You'll have to excuse such a short letter, but holding a pen for nearly a minute is very tiring.

Dan Engelhardt
Brooklyn, N. Y.

FINE COMMENT

I really got a charge out of your latest issue. That is, after I tossed it into the street in disgust. A cop gave me a ticket *for littering, and the charge was $5.00.*

Dave McCaslin
Meyronne, Sask., Can.

ASSAULT IN OUR WOUNDS

While reading the latest issue of MAD, I was suddenly, fiercely and savagely attacked and relieved of my copy of your hilarious magazine. After consulting my lawyer, I have been advised that, although you are to blame, it would be ridiculous for me to sue my mother.

Rocco Calabrese
Playa del Rey, Calif.

Please address all correspondence to:
MAD, Dept. 79, 850 Third Avenue
New York City 22, New York

A WHITE HOUSE IS NOT A HOME DEPT.



You know why nothing ever gets accomplished at Summit Meetings? Because the atmosphere is too cold and impersonal, that's why! Perhaps, if world leaders met in a more congenial setting, like the President's own home, the outcome of these meetings might be more optimistic. We mean a setting where there's family life, and warmth, and youth, and friends . . . and confusion! Come to think of it, with the Kennedy clan, and their *relatives and friends, and the assortment of personalities around, things could get a whole lot worse . . .*

IF THEY HELD A SUMMIT MEETING AT THE WHITE HOUSE



ARTIST: MORT DRUCKER   WRITER: ARNIE KOGEN




Well, we'll just have to start the meeting without him! If you will all take seats . . . Nikita, you sit over here in "U.S.S.R." . . . Harold, you sit there in "Great Britain" . . . Mao and Chiang, you're in "China" . . . Orville, you sit in "Agriculture" . . . Luther, you're in "Commerce" . . . and Willy Willard Wirtz, you're in "Labor"! Yes, I thought that was pretty funny, too! Adlai told it to me!
Now, Dean, you sit over here next to me! I'll need your advice on the world situation . . .
No-no! Not you, Dean Martin! You sit back there with Frank, Peter, Joey, and the rest of the Clan!
Hi, everybody! Do you like my new hairdo? It's the "Cleopatra" look!
I think Mrs. Kennedy has excellent taste! That hairstyle is very popular in my part of the world. I see many people walking around with the "Cleopatra" look.
Yes, it's very becoming on them! And let's hope it catches on with the WOMEN of your country, also!
All right! Enough fooling around! Let's get down to business! I think we should spend some time discussing Berlin . . . !
Great! And after you've finished talking about Irving, I'd like to say a few words about Cole Porter, Sammy Cahn and Jimmy Van Heusen!
Never mind with the jokes! We feel that the Berlin Wall has become a touchy problem! You—you in the sweatshirt! What would you like to do with the wall?
Play handball against it!
Daddy! I came down to kiss the company "good-night"!
But we're in the middle of the Summit Conference, Caroline! I don't know if the rules permit . . .
Did they let anybody kiss us "goodnight" at Geneva?
Dot's all right! She's such a cute little dollink! Come, bubbala!

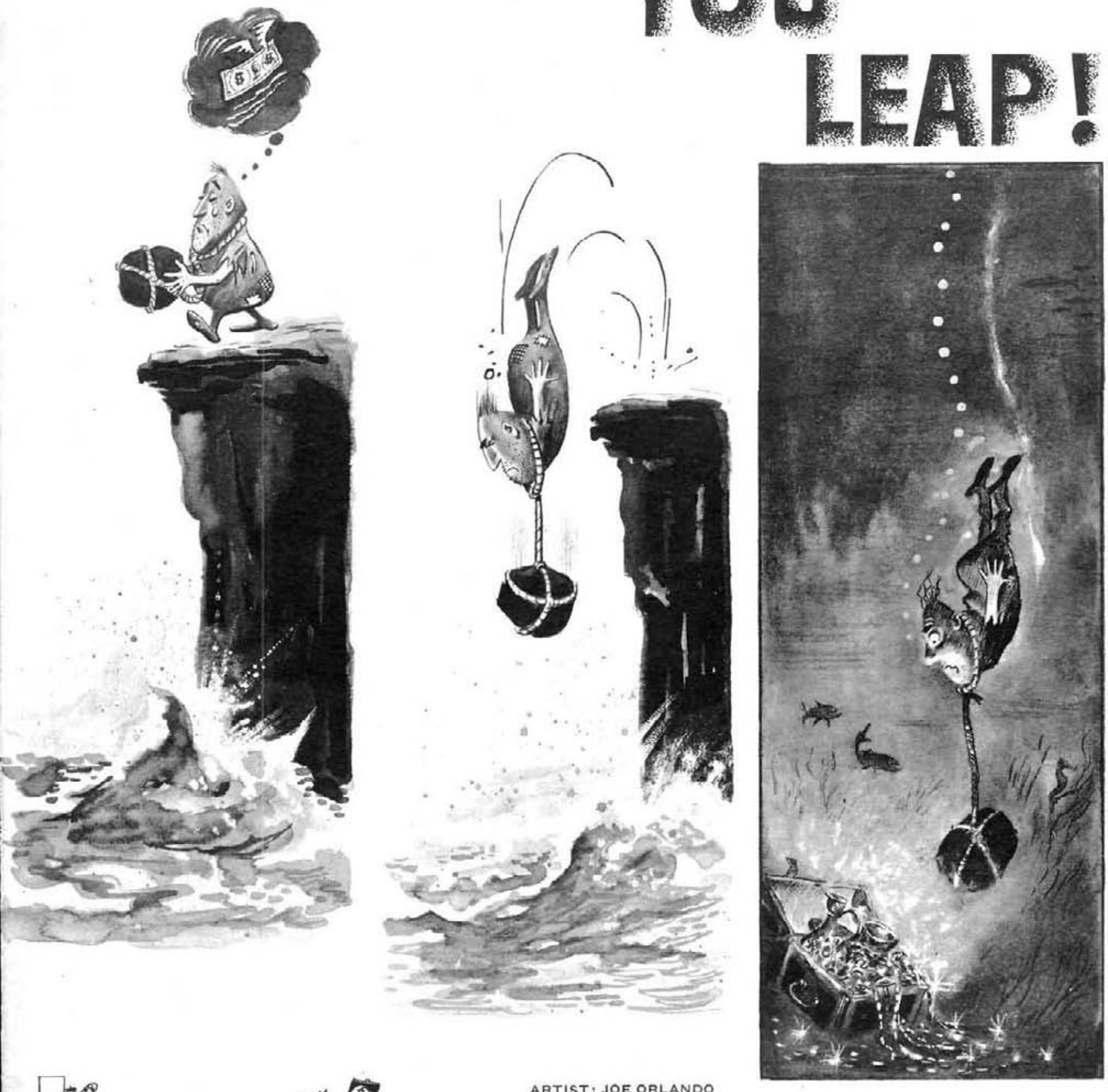


All right, Deah! Hurry up and kiss your "Uncle" Bob MacNamara, and your "Uncle" Lyndon, and your REAL Uncle, Uncle Bobby! . . . That's it! Stand on a chair if you like!
No, no! Not you, idiot! Let Caroline stand on the chair so she can reach you!
Those are your "Domestic Uncles"! Now go kiss your "Foreign Uncles". . . !
C'mon, Charlie! Only one cheek! We haven't got all night!
G'night, Uncle Charles!
Your beard tickles . . . !
G'night, Uncle Nikita! I hope you won't wake me up by banging your shoe like you did when we watched you visit the U.N. . . .
Okay, Caroline! Off to bed now!
Can't Uncle Nikita tell me a bed-time story like Uncle Adlai told me?
What story did Adlai tell you?
"Should We Recognize Red Riding Hood?"
USSR
Jackie, would you please put Caroline to bed . . . and no more interruptions unless it's an emergency!
What's that, fellows?
Oh, wait a minute, Jackie! Come back! The company wants to kiss YOU "good-night", too . . . !
Too late, fellows! She's gone upstairs! Sorry . . . Maybe next time . . . !


Now that my—er-ah—family matters are out of the way, I believe we can get down to the purpose of this Summit Meeting. As you know, gentlemen, these are perilous times. The world is a powder keg, ready to explode at any moment. It is imperative that we find a way to peace and disarmament!
This is foolish talk! The U.S.S.R. will never disarm as long as there are Western trouble-makers like Kennedy, MacMillan, De Gaulle and David Susskind! Let me warn you! If you continue to push us, we will not hesitate to drop nuclear bombs of such magnitude that your entire country will go up in flames . . . your people will perish in ashes . . . we will bury you . . . and . . .
Bobby! Bobby, will you stop crying! He doesn't mean it! Everything will be all right! He always talks like that!
What did I say that was so bad? What did I say? What?? Tell me!!
Excuse me! That's the house phone! I'll take it . . .
Hello? Oh, hello, Mom! Fine—and you? What noise? Oh, that was Bobby, crying! No, Mom, honest! I didn't hit him! Believe me, I didn't lay a finger on him! What? Well, it's a long story! Khrushchev started raving again—you know how he threatens—and, well, he frightened Bobby and made him cry!
What difference does it make who started it?! Yes, Khrushchev is older! I know he should know better!
Look what I started! I really didn't mean to cause any family difficulty!
World panic and treachery, yes—but not family difficulty!
All right, now, let's get back to—
Honey, I told you not to come in unless it was an emergency . . . !
But this is an emergency! The nurse is off tonight, and the baby has to be changed! It's your turn! You promised!
Er—uh—This may take a while. In my absence—Dean, will you take over?
Sure, Jack! I'll be glad to!
Now here's a little number I sang at the Inaugural Ball back in—oh, I think it was 1961. I remember the Ball but I can't remember who was being inaugurated. I was swimming in the punch bowl at the time . . .
Not you, Dean Martin! I meant Dean Rusk should take over—
Oh, let Mr. Martin take over! I'm sure he's much funnier!
Yes, Mr. Martin! And bring on your funny partner—Jerry-What's-His-Name—Jerry Lewis!
How would you like a punch in the mouth!!?

SINKING FUND DEPT.

LOOK BEFORE YOU LEAP!



ARTIST: JOE ORLANDO
WRITER: SERGIO ARAGONES

FREEDOM WITH SPEECH DEPT.

SPEAKING FROM









PICTURES

WRITER: GERALD GARDNER
PHOTOS BY U.P.I.











HALF-NEILSEN DEPT.

There's been a lot of loose talk about the effects of TV on our children. What is the real truth? MAD was determined to find out for itself. We spent the better part of an hour taking a survey, and we've come up with some surprising results. Mainly, TV *does* have an effect on children. Some shows have a *good* effect, and some have a *bad* effect. Here then is

TV'S EFFECT

THE SHOW: *"I'VE GOT A SECRET"*



MAD RATING: GOOD ☐ BAD ☑

THE EFFECT:



This program glorifies tattling, encourages kids to be blabbermouths!

MAD RECOMMENDS: *This program should be kept a secret from kids!*

THE SHOW: *"MEET THE PRESS"*



MAD RATING: GOOD ☐ BAD ☑

THE EFFECT:



This show teaches the child to be devious and deal in semantics.

MAD RECOMMENDS: *Children should not be exposed to Congressmen on TV at an early age!*

A SPECIAL MAD REPORT

ARTIST: WALLACE WOOD
WRITER: STAN HART

ON CHILDREN

THE SHOW: *"MRS KENNEDY'S TOUR OF THE WHITE HOUSE"*



MAD RATING: GOOD ☐ BAD ☑

THE EFFECT:



This program teaches the child to violate the natural desire for privacy, and encourages exhibitionism . . . unfortunately on those who don't wish to be exhibited!

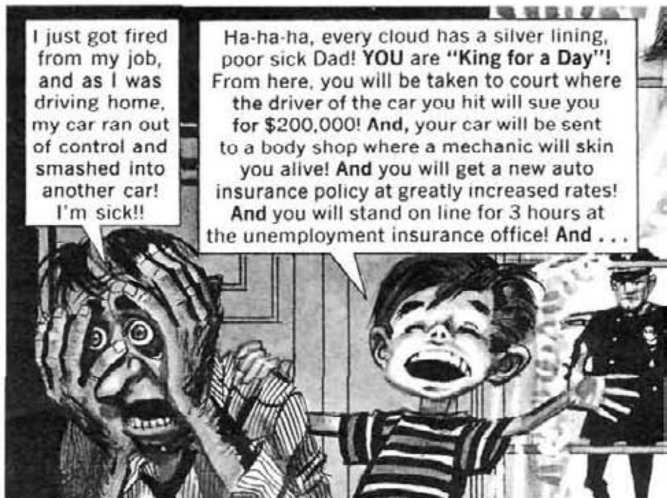
MAD RECOMMENDS: *Either lock the TV set, or lock your bathroom door!*

THE SHOW: *"QUEEN FOR A DAY"*



MAD RATING: GOOD ☑ BAD ☐

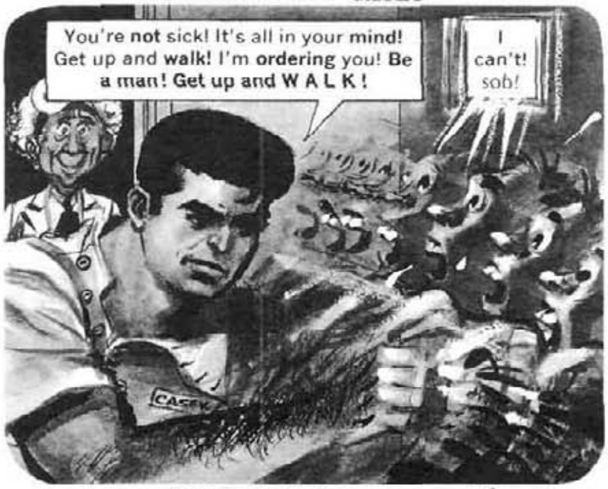
THE EFFECT:



This show teaches the child an important lesson: There is no happiness unless there is adversity!

MAD RECOMMENDS: *More programs like this to spread optimism in dark times like these!*

THE SHOW: *"BEN CASEY"*



MAD RATING: GOOD ☑ BAD ☐

THE EFFECT:



Some kids go through life believing that doctors are kind and loving. By watching this show, they're shown that doctors are a surly, sadistic lot.

MAD RECOMMENDS: *More exposé shows like this one!*

THE SHOW: *"SING ALONG WITH MITCH"*



MAD RATING: GOOD ☐ BAD ☑

THE EFFECT:



Kids tend to generalize, so one man with a beard and a glazed expression is the same as another man with a beard and a glazed expression. While Mr. Miller may lead people in song, a drunk may lead kids into the nearest bar.

MAD RECOMMENDS: *Since this show impresses kids (and depresses some adults) it should be shown at a time when children are not watching TV . . . like never!*

THE SHOW: *"THE UNTOUCHABLES"*



MAD RATING: GOOD ☑ BAD ☐

THE EFFECT:

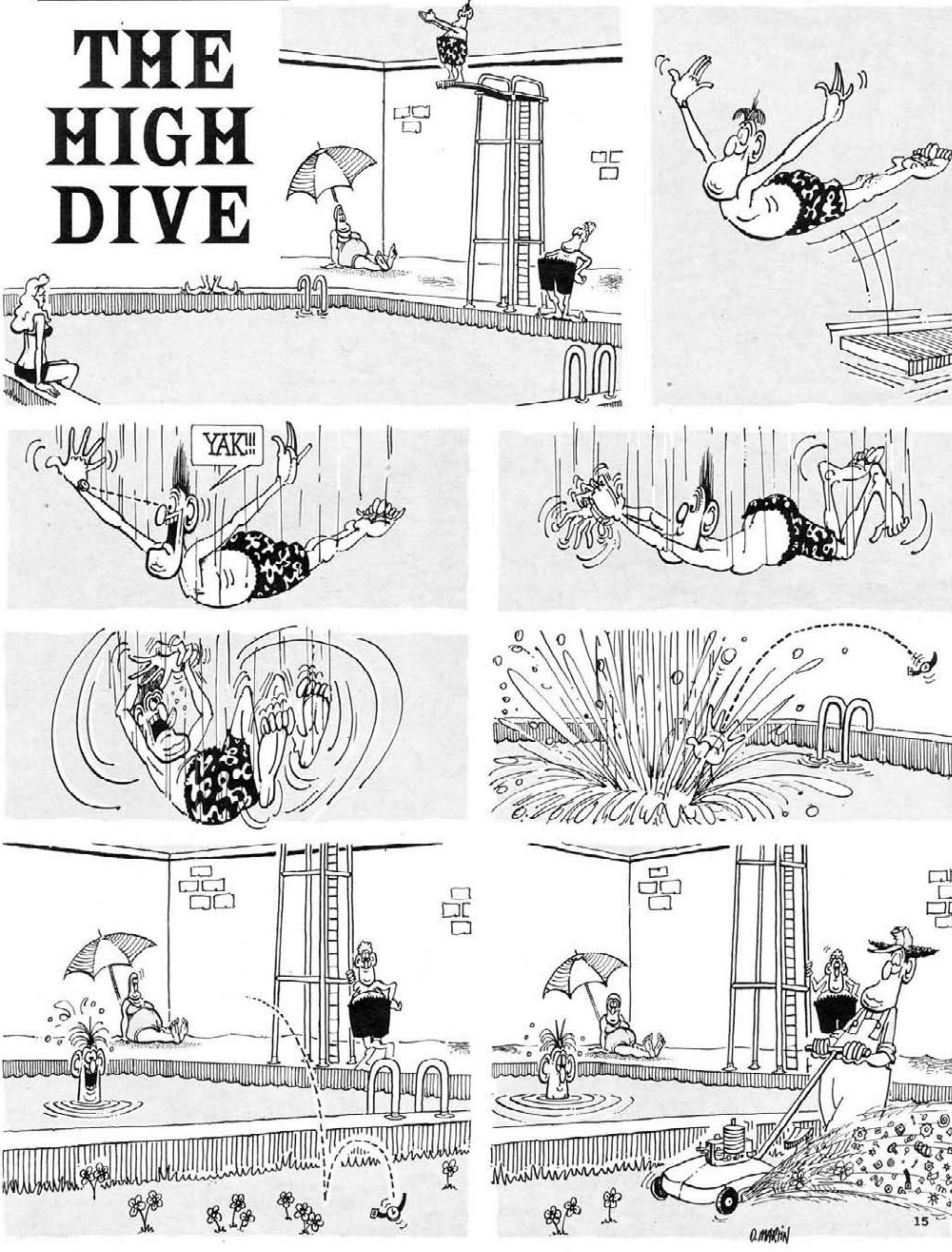


Programs like this demonstrate proper parliamentary procedure, and also show America's respect for the individual, since each member has a vote.

MAD RECOMMENDS: *Send these programs behind the iron curtain via Telstar. Show them Democracy in action.*



THE HIGH DIVE



OFF THE BEATEN SOUND TRACK DEPT. PART I

MOVIE DIALOGUE

A COLLECTION OF "REVERSE CLICHES" DESIGNED TO



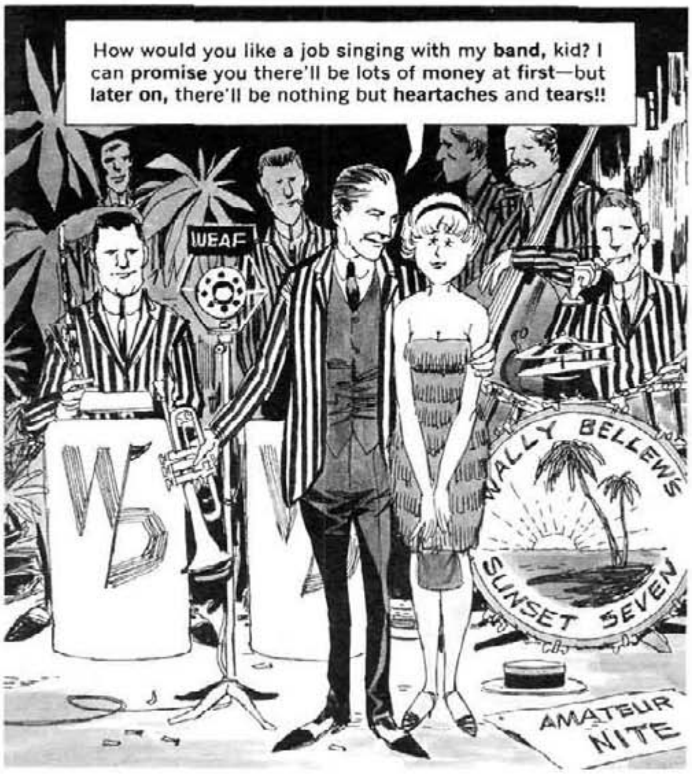






WE'D LIKE TO HEAR

INJECT NEW LIFE INTO OLD "SURE-FIRE DIALOGUE"





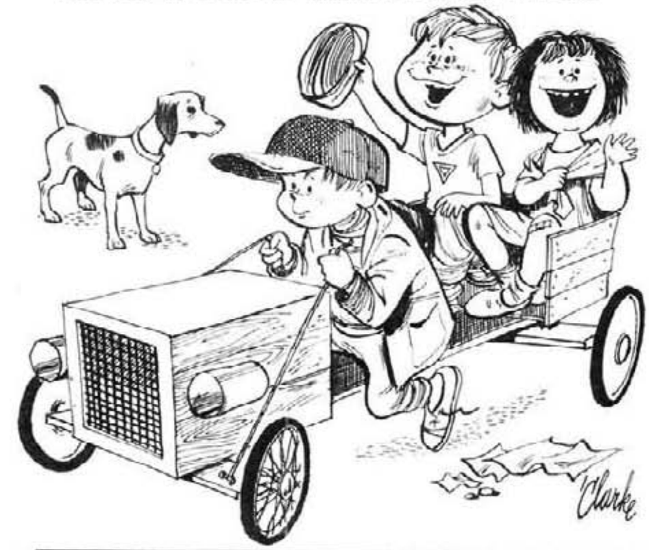




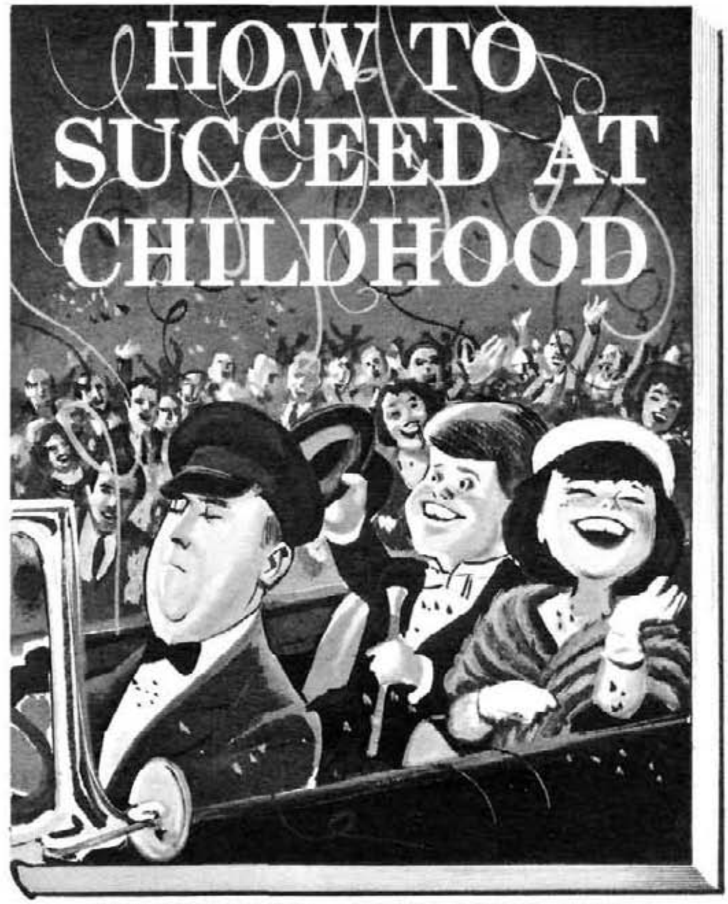
ARTIST: GEORGE WOODBRIDGE

BRATMANSHIP DEPT.

Today, we live in a "Success-Motivated" society. Every adult wants to succeed. Which may account for the vast number of books designed to show us how. Whether we want to succeed at "Business" or "Golf" or "Washing a Volkswagen" or any other adult endeavor you can think of, there's a book on it. But what about children? Children want to succeed, too. Why are there no books showing children how to succeed at the important thing they have to do—namely, to be children. Since we at MAD are still children at heart, we alone recognize this need for a success manual for children . . . like:



HOW TO SUCCEED AT CHILDHOOD



ARTIST: BOB CLARKE WRITER: PEARL DEE BELKIN

Chapter 1

HOW TO SUCCEED AT MOMMY



Cry.

This will get you anything you want.

After you learn to talk, try not to. Crying works much better.

If you must talk, say only big words—like "stethoscope" and "Kennedy." Especially if there's company in the house, and you want a cookie.

When you're alone with your Mommy, rely on time-tested phrases like "A woman's work is never done" and "The hand that rocks the cradle rules the world."

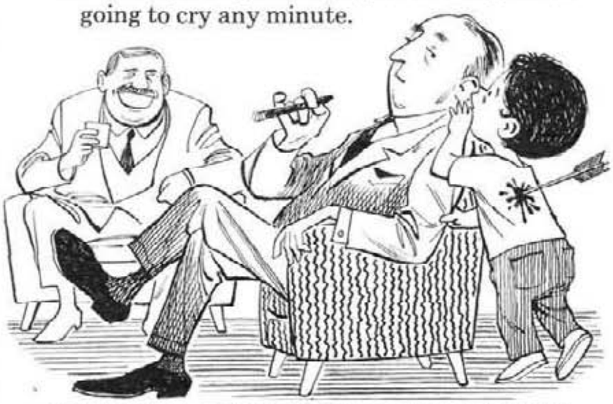
If these don't work, tell her Daddy doesn't appreciate her.



Chapter 2

HOW TO SUCCEED AT DADDY*

Cry.
This will get you anything you want.
Provided you don't cry in front of other Daddies.
If other Daddies are present, act brave. Clench your fists and scrunch your face into an expression of monumental suffering.
Then whisper in your Daddy's ear that you are going to cry any minute.



*NOTE TO GIRLS: YOU MAY SKIP THIS CHAPTER. IF YOU ARE A GIRL, THAT'S ALL YOU NEED TO SUCCEED AT DADDY.



After you learn to talk, don't. Be the strong silent type. Daddies are impressed by this, and will give you a nickel.
Of course, if you want to go to the trouble, you can become a Champion Little Leaguer. In which case, you won't have to do anything else ever.

Chapter 3

HOW TO SUCCEED AT AUNTIE



Tell her she is too young and pretty to be your Aunt.
Tell her you dreamed she was your Mommy, and you both put on "Mother-and-Daughter" clothes . . .
And nobody could tell which was the Mother, and which was the Daughter.
Tell her you intend to have the same dream every night from now on.
Then ask her to do you a favor. Ask her to confess that it was *she* who broke that priceless Ming vase.

Chapter 4

HOW TO SUCCEED AT GRANDMA

Wear a dress.
This is even more important if you are a boy.
If you are having dinner at Grandma's house, and you get the wishbone, and you wish for a bike . . .
Tell her you wanted a bike real bad, but you wished for "No more wars" instead.
You will get the bike.



Chapter 5

HOW TO SUCCEED AT ELEMENTARY SCHOOL



Tell the teacher you love her.
If she is single, ask her to marry you.
If she is married, ask her to please get a divorce and marry you.
After school, tell the other kids you hate her.

Chapter 6

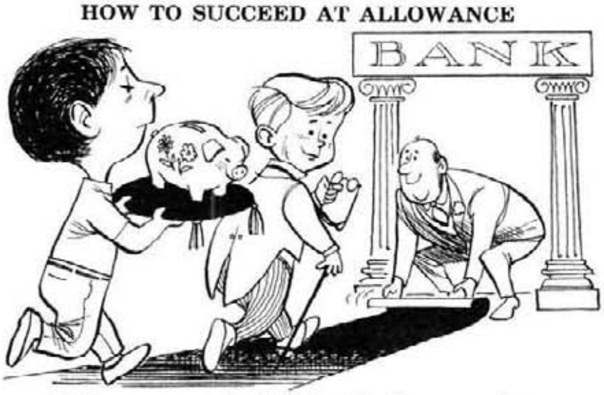
HOW TO SUCCEED AT GETTING DIRTY



Getting dirty is more than a privilege of childhood, it is a sacred responsibility.
However, partial success is about all you can hope for here.
It is inevitable that the forces of evil will try to come between you and your duty—and make you take a bath.
But if you are at all serious about succeeding at childhood—no matter how many times they scrub you down—you will rise up and get dirty again.
Remember, dirt is what really separates the boys from the men.

Chapter 7

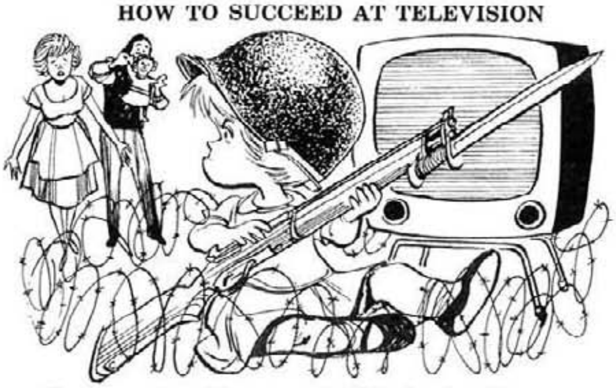
HOW TO SUCCEED AT ALLOWANCE



Tell your parents that Joey's allowance is $50.00 a week.
This may shame them into raising yours to 15¢ a week.
If they want to check with Joey first, tell them he flew to Florida for lunch.
If they say they don't mind waiting till after lunch, get Joey to back up your story.
He will. He's your best friend, isn't he?
And if your parents try to borrow money from him, that's *his* problem.

Chapter 8

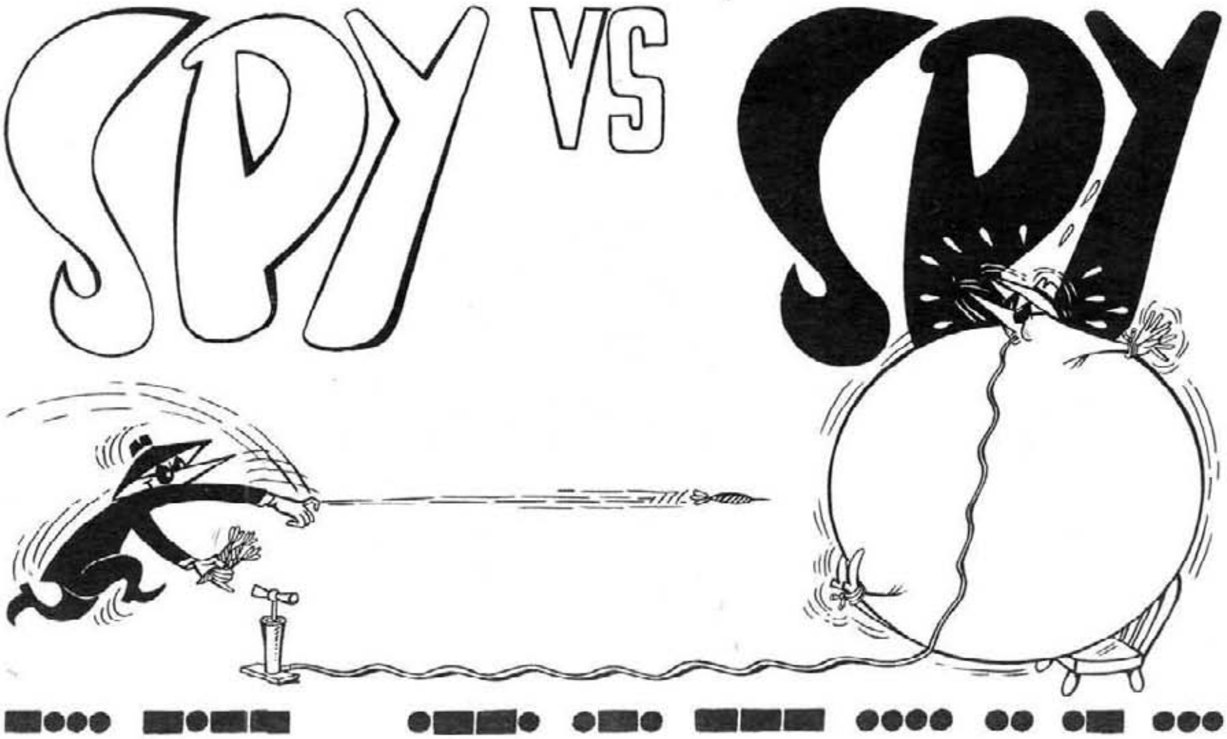
HOW TO SUCCEED AT TELEVISION

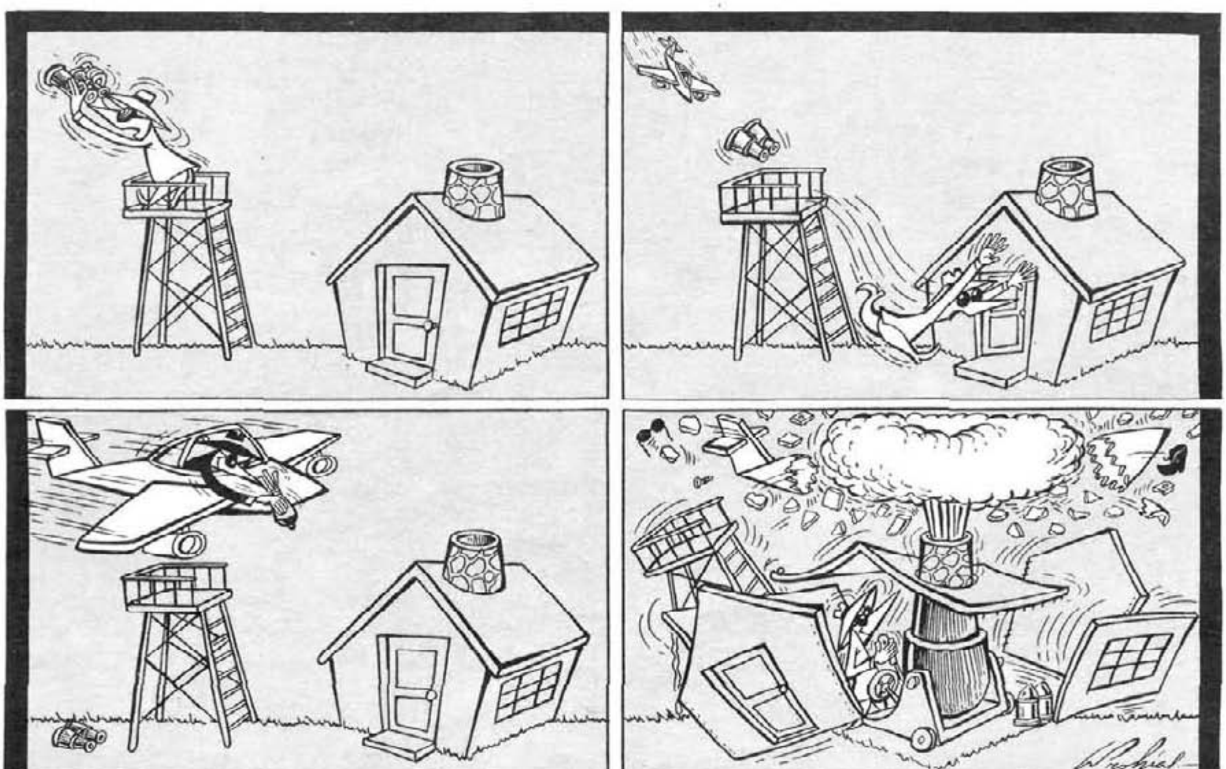


If you are to get in as much TV-viewing time as possible, you must be prepared to do battle with your enemies. Your worst enemies are as follows: Your Parents.
When they attack with: "No TV! The shows are so rotten, they'll stunt your intellectual growth—and if you don't get enough sleep, they'll stunt your physical growth!"...
You must counter-attack with a blockbuster like: "The teacher gave us an assignment to report on the incidence of violence on TV over a 5-year period!"

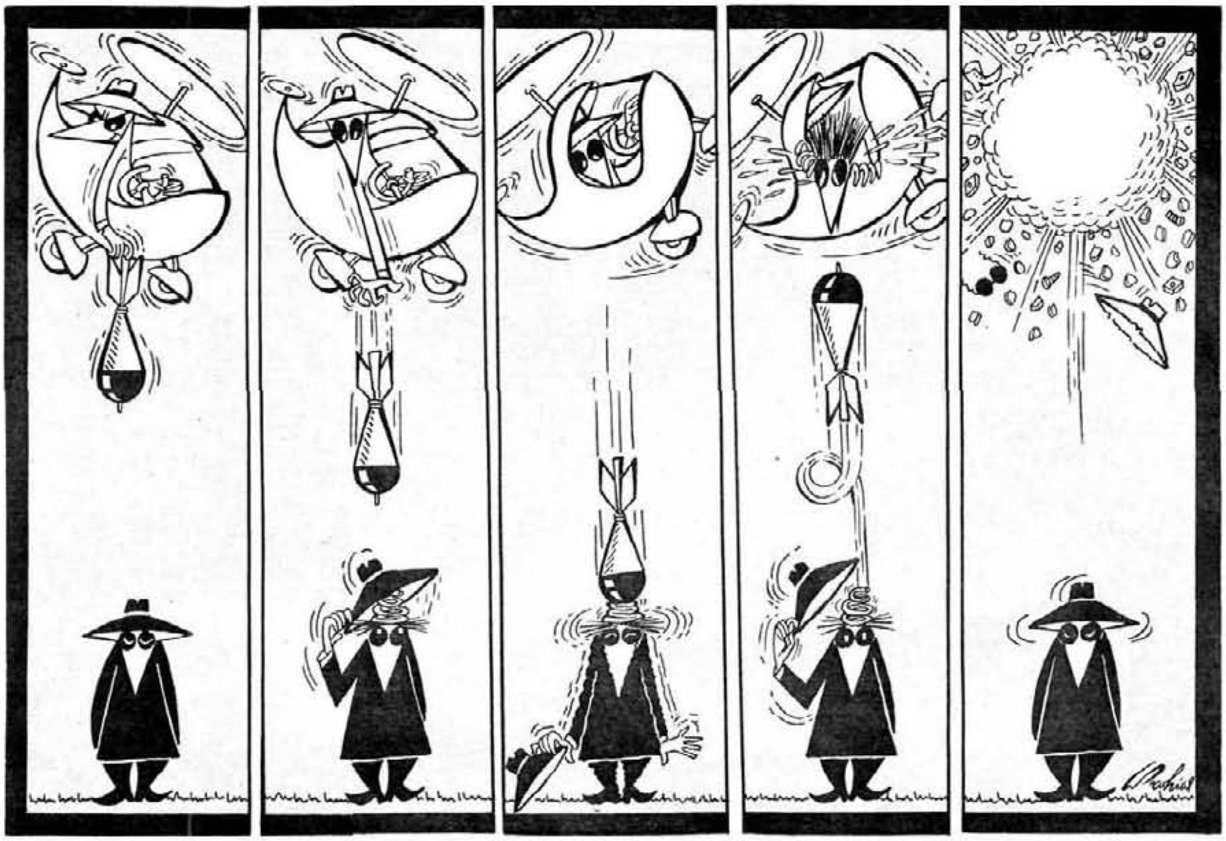
JOKE AND DAGGER DEPT.

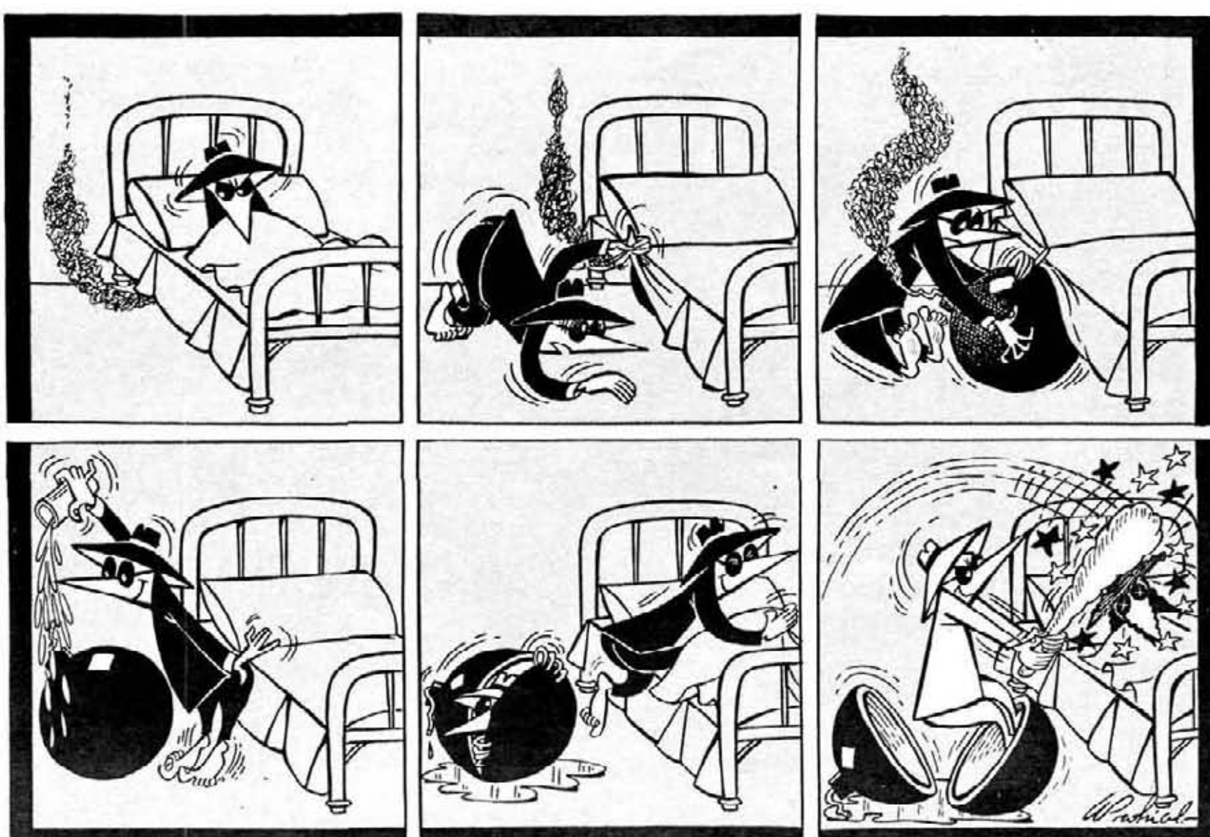
Antonio Prohias, who was forced to flee Cuba because he refused to become a "Castro Convertible", brings us three MAD installments of that friendly rivalry between the man in black and the man in white—better known as . . .













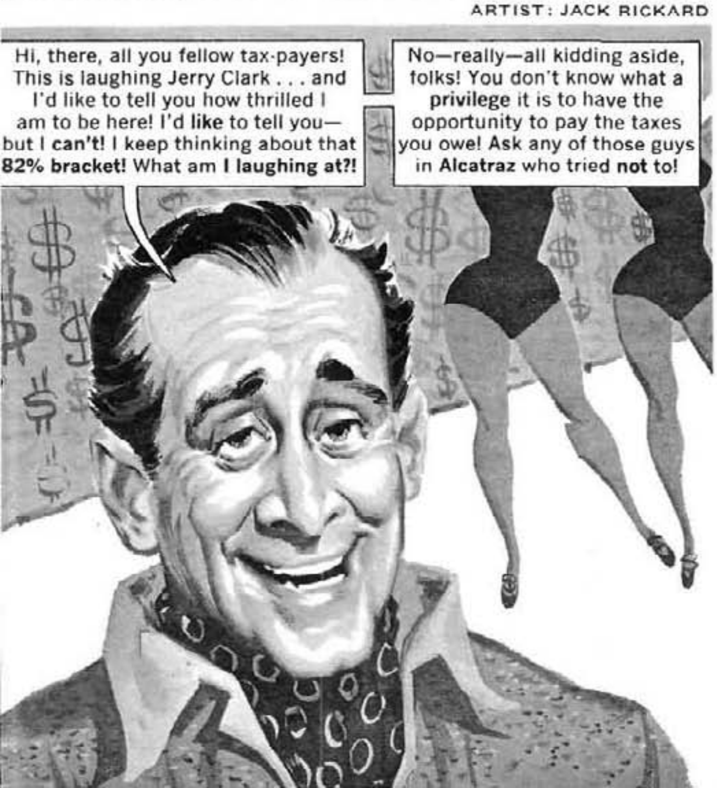
THE IDES OF TAXES ARE UPON US DEPT.

Every year about this time, the U.S. Government tries to make paying "Income Taxes" a little more bearable. The Department of Internal Revenue prints millions of forms and booklets that tell us how easy it is to fulfill our tax obligations. Well, we at MAD can see where it won't be long before the U. S. government turns the whole problem of "selling" the nation on "Income Tax" over to guys who can **really** do the job . . . the guys on Madison Avenue! Then, once a year, we'll all turn on our television sets for that great Government-sponsored spectacular:

TAX TIME U.S.A.



ARTIST: JACK RICKARD WRITER: DICK DE BARTOLO







. . . And here it is, Tax-Payers! The fabulous, brand new **1963 Long Form!** It's **longer** than last year's! It's **wider** than last year's! The questions are in **smaller type** than last year's! And for the **first time ever** . . . your new 1040 Long Form now comes in eleven **"House & Garden" Decorator Colors** . . .
U.S. INDIVIDUAL INCOME TAX RETURN
FORM 1040
INCOME
Isn't that **great**, folks? All those wonderful forms and colors! I just don't know **which** decorator shade I like best! If I can't decide on **one**, I may just pay my taxes **four or five times!!** *(Chuckle-chuckle!)*
And now . . . let's take a look at the all-new **1963 Short Form** . . . *gasp* . . . This is so **exciting** . . .
There it is, folks! The Short Form has been **simplified** for those who **hate** to work with **figures!** All you do is fill in your **name** and **address** here . . . write down all the **money** you made in 1962 here . . . and **send it in!** The Government spends what it **needs,** and **refunds every unused penny!** *(Chuckle-chuckle!)*
1040 SHORT FORM 1962
And in addition to those wonderful new tax forms, folks—the Government is introducing even **more** exciting things to help make paying income tax the "fun" it should be! For example, you can now buy a copy of this fabulous new **LP** record . . . **"Fill In Along With Jack".** Yes, for only one dollar, you and your family can fill in your tax forms—line by line—along with President Kennedy . . . just as he did it "live" at the White House last week!
fill in along with Jack
$1.00
And the Government hasn't forgotten you **kids,** either! Have you been earning nickels and dimes for going to the store . . . or baby-sitting . . . or washing Daddy's car?
Who knows? Maybe you've made enough money to be taxable, just like **Daddy's** income! You be sure to get a copy of the exciting **"Children's Coloring Tax Form"** . . .
And if you can't **add** yet, just use the magic **"truth" crayon** to draw a picture of all the different coins and bills you have in your piggy bank. Mail it in, and **we'll** add it up **for** you and **tell** you whether or not you're eligible to be an **official "Junior Tax Payer"!**
CHILDREN'S COLORING TAX FORM
CHILDREN'S COLORING TAX FORM
And here's a special form for all you **Racketeers!** See . . . there's a space for you to put in what you **earned,** and a space to list your **deductions** . . . but there's **NO** space for your **name** and **address!**
This special form answers the need for you folks engaged in illegal businesses who are **conscious-stricken** because you **want** to pay taxes. When your illegal business is finally discovered, you'll **still** be arrested—but **"Tax-Evasion" won't be one of the charges!**
SPECIAL ANONYMOUS WITHHOLDING EVIDENCE 1962
COPY A
A


Well, let's move right along as we meet tonight's **Celebrity Guest Star!** She's known the length and breadth of our great nation . . . the talented, charming, wonderful star of motion pictures . . . **BARBARA BELL** . . .
Barbara, it's wonderful to have you here on **"Tax Time U.S.A."** . . .
It's wonderful to **be** here, Jerry . . .
Barbara, I've read in the papers that you held the **Box Office Record** for 1962 . . . **grossing more money than any other star** . . .
I believe that's **true,** Jerry!
Well, since this is a show about **Income Taxes,** Barbara . . . could we be so bold as to **ask** you about your personal income and the taxes you paid?
Certainly, Jerry! Last year, my gross income was $181,000 **before** taxes . . . and $181,000 **after** taxes . . .
It was . . . the **same** . . . **before** and **after** taxes? How could that **be?**
Well, the three pictures I did so marvelously last year: **"The New York Story", "Las Vegas Interlude"** and **"Hollywood Expose"**—were all shot in **Europe!** You've **heard** about that little gimmick for avoiding . . .
Well—*er*—thanks for taking the time to —*uh*—chat with us! And good luck on your new movie, **"The America I Love"** which you're filming in **Africa** . . .
It's been my **patriotic pleasure,** Jerry! And please send my check— **without deductions—** to my **Madrid** address!
Sure, Barbara! I'll do that! And—er—maybe I'll arrange to have some **tax men deliver it** and ask you a few **questions!!** *Hah-hah!*
Darling, when it comes to answering questions asked by **tax men,** I have only **one thing** to say: **"No hablo Ingles!"**
And now, a word from our sponsor—
Hi! This is Ed Reimers, speaking for the U.S. Government! Right now, I've got news about an exciting new Tax Time **game!** It's called **"Federal Fink!"** And here's how it's played:
You viewers send us postcards with names and addresses of neighbors—friends—relatives—enemies—people that **you** suspect of **Tax Evasion!**
3rd AVE


Each week, we'll pick fifty cards, and—with the help of the F.B.I.—check into the tax returns of the folks you suggested. If the person whose name you sent DOES owe us back taxes, the Government will split the "take" with you . . . 50-50!
So send in the postcards right away, folks! Be the first on your block to hear your neighbors and friends being dragged away in the middle of the night! Fun . . . Fun . . . Fun ! ! !
RICHARD
And now, "TAX TIME, U.S.A." presents "The Voice In The Street"! Recently, we took our mobile camera unit into the street, and recorded various people's reactions to income tax! Can we roll that film now, please—
I think the government should give trading stamps for taxes paid!
I think bribes should be tax-deductible!
You can't fool me, Mr. Funt! I know that's a microphone . . . and there's the camera!!
Income tax is all right! My husband has a good job and we've got two kids for deductions—so we manage . . .
No hablo Ingles!
I think lost golf balls should be tax-deductible!
I think all income tax payers should organize and become part of the Teamster's Union . . .
Income Tax?! I thought you were from Imperial Margarine . . . ! !
Well, that's it, Tax-Payers! Till next year, when you'll have a preview look at the 1964 tax forms, this is laughing Jerry Clark—and the whole wonderful tax-deductible cast, who were flown here by U.S. Mail Planes and allowed to stay at the lovely 83rd Street Post Office—saying . . .
You . . . can . . .
De-duct those doctor bills;
And the cost of all those pills;
And your auto license fees;
And your gifts to charities;
And the taxes on your home;
Interest on your mortgage loan—
There are lots of items that you can subtract;
If you can just substantiate the fact!
So fill in all those forms with head held high!
An honest form won't bring the F.B.I.!
IT'S TAX TIME, U.S.A.!
IT'S TIME FOR YOU TO PAY!
AND PAY . . .
AND PAY . . .
and pay . . .
and pay . . .

Is your city taking advantage of the tourist boom? "What", you may answer, "would anyone want to see my rat-trap city?" First, stop answering a question with a question. And second, there are plenty of tourist attractions—even in *your* rat-trap city! To demonstrate this, MAD chose a typical American metropolis — Gournish, Illinois — and sent a team of investigators there to conduct a survey. They discovered the conditions that made Gournish, Illinois, a hole . . . and with a little creative lying, turned these problems into typical tourist attractions. Now, by using *Gournish's problems, solutions, and resulting Tourist Guide Book as an example, you MAD readers can learn . . .*

HOW TO TURN YOUR DUMPY CITY INTO AN ATTRACTIVE TOURIST TRAP

ARTIST: JOE ORLANDO WRITER: STAN HART





THE PROBLEM
A SHABBY, DISGUSTING SKID ROW



Like many American cities, Gournish was plagued with a "Bums'" section. Was this problem solvable? We sent our three-man investigating team to live among the derelicts. After a week, we asked our investigators, "Can something be done about this problem?" Each one answered, "Yesh!"

THE SOLUTION

$26 worth of Sombreros; $19 worth of Serapes; 250 Candles @ 8¢ each; a pre-fab $83 Souvenir Stand. Total Cost: $122.

VISIT OUR QUAINT "MEXICAN QUARTER"

"Is this Illinois, or is this Guadalajara?" you will ask when you visit Gournish's quaint Mexican Quarter. Here, time slips gracefully by in the romantic setting of Old Mexico. Here, people forget their troubles and live in a world all their own. So, watch out! You may want to stay!



THE PROBLEM
DESTRUCTIVE ANNUAL FLOODS



Every Spring, the Schpritz River overflows its banks and floods downtown Gournish. The city has been called "One of the worst disaster areas in the nation!" And that's by folks who don't even know about these awful annual floods.

THE SOLUTION

6 used Gondolas, 6 Venetian Costumes, 4 old Barber Poles, 4000 Pigeons, 500 rolls of Crepe Paper. Total Cost: $361.

A TOUCH OF OLD ITALY IN THE NEW WORLD



All the romance . . . all the glamour and beauty of fabled Venice is yours in Gournish's picturesque Italian Quarter where placid canals flow past stately warehouse buildings.

THE PROBLEM
BROKEN-DOWN SCHOOLS





Most Gournish citizens vote against school taxes as soon as their kids graduate. Last year, the Gournish Board of Education received an allocation of $65,000 to tear down 6 old school buildings. Unfortunately, it couldn't get an allocation for rebuilding any new schools as replacements.



THE SOLUTION

1 Metal Plaque, 1 Uniformed Guard. Total Cost: $78 per wk.

THE PROBLEM
EVICTIONS OF UNEMPLOYED WORKERS



The former employees of Gournish Covered Wagon Corp. have experienced difficulties in finding new jobs in the same industry. However, the far-seeing President of the Gournish Chamber of Commerce took action, and persuaded the Ford Motor Co. to open a plant here—an Edsel plant.

THE SOLUTION

Hold All Evictions Once A Year In October. Total Cost: 0

SEE THE ONLY 1810 SCHOOLHOUSE STILL STANDING IN AMERICA

Out of respect for historic landmarks, Gournish has not changed one board or disturbed one pane of glass of this quaint old schoolhouse. This is not a reconstruction, but the actual school Gournish children attended in 1810. A fine example of primitive American educational facilities.



VISIT OUR ANNUAL SIDEWALK ANTIQUE FAIR



Antique lovers everywhere flock to Gournish each Fall for our annual "Sidewalk Antique Show". These bargain-hunting collectors literally clean out the town. For a modest sum, you may be lucky enough to purchase one of the heirlooms that were treasured by Gournish families for generations.

THE PROBLEM
WATER POLLUTION OF BEACHES



The Planning Commission made a small miscalculation when they erected the Gournish Public Beach too close to the Garbage Dump—like right on top of it. When the Chairman of the Anti-Pollution League stated, "Our beaches aren't fit for pigs!", Gournish's Mayor replied, "Yes, they are!"

THE SOLUTION

500 Face Masks, 500 pairs of Flippers. Total Cost: $395.

CATCH YOUR OWN LUNCH AT FABULOUS BEACHES



No words can describe the exciting Bay of Gournish. Here is a sportsman's paradise. Learn the thrill of catching your own food—it's always more delicious that way. When you come to Gournish, pack a bathing suit and nose clips.

THE PROBLEM
AN ABNORMAL AMOUNT OF TRAFFIC ACCIDENTS



There are many street corners on Gournish which are real traffic hazards. When our team of investigators asked Traffic Commissioner Claude Fistula if he were aware of the danger, he answered, "You don't have to tell me—my auto body and fender shop works overtime 6 nights a week!"

THE SOLUTION

Erect Bleachers and Ticket Booth with sign: Cost: $576.

SEE THE GOURNISH DAREDEVILS IN ACTION

If you love thrill-packed action, you'll love Gournish's "Daredevil Drivers". For a small charge, you can watch them defy death as they pile into each other in screeching collisions. These devil-may-care performers use no helmets or seat belts. Some even drive brand new cars.



THE PROBLEM
JUVENILE DELINQUENCY AND MUGGINGS IN PARK



Like many American cities, Gournish's parks are jungles where bands of juvenile delinquents beat and rob unwary citizens. Albert Gass, Gournish's Social Worker, is the only one taking positive action. Unarmed, he roams the parks at night to find kids and talk to them. So far, he has talked to 227 kids, and has been mugged 227 times.

THE PROBLEM
A "DO-NOTHING" CITY GOVERNMENT



Every Presidential election year, the people of Gournish return their Councilmen to another 4-year vacation with pay. This year, the Councilmen passed only one piece of legislation — a bill to re-upholster their council seats.

THE SOLUTION

Stage Coach & Team, 2 Western Costumes. Total Cost: $750.

THE SOLUTION

15 feet of Velvet Rope, Ticket Booth. Total Cost: $17.50.

SEE EXCITING, HISTORIC "FRONTIERLAND"
Ride Through Gournish's Own Death Valley



Return with us to those exciting days of the early West when stage coaches raced across the badlands. If you look sharply, you may see a holdup, or even a gangfight in progress . . . put on by the Gournish "Open Air Players" for your amusement. Looks real real! (Small admission charge)

VISIT GOURNISH'S WORLD-FAMOUS WAX MUSEUM
See Lifelike Replicas of Prominent Gournish Citizens

You will be amazed at the lifelike look of the figures in Gournish's famous "Wax Museum". If you study them closely you'll swear they seem to be breathing. They might even appear to blink when you photograph them with flashbulbs.





THE FIRST ECHO ECHO



MARCH ALONG WITH MITCH DEPT.

TODAY'S SERVICE SONGS ARE DATED AND UNREALISTIC

FOR EXAMPLE, LET'S EXAMINE TWO OF THE MOST POPULAR ONES:

The Caissons Go Rolling Along

Over hill, over dale,
We will hit the dusty trail,
As those caissons go rolling along.
Counter- march, right about,
Hear those wagon soldiers shout,
As those caissons go rolling along.



For it's "Hi-hi-hee!"
In the field artillery;
Shout out those numbers loud and strong:
(*Three, Four*)
And where 'er we go,
You will always know
That those caissons go rolling along.

In this age of military mobility, how many artillery men *march* over hill and dale . . . or anywhere else. And what's with this "wagon-soldier" bit? Sure, wagons were great during the Spanish American War (Teddy Roosevelt loved them!), but in today's army, they'd look ridiculous. And here's the thing that really gets us: Picture a bunch of tired, dirty, battle-sore soldiers slogging along after 2 weeks of combat—and then letting loose with something like "Hi-hi-hee!" Boy, that's not the kind of language they use in the army *we* know! Yep, this song has had it!

Anchors Aweigh!

Anchors aweigh, my boys!
Anchors aweigh!
Farewell to college days;
We sail at break of day-day-day-day!



Through our last night on shore,
Drink to the foam.
Un-til we meet once more,
Here's
Wishing you a
Hap-py voyage
Home!

This song was great for guys coming out of Annapolis. But you can't expect the *whole* Navy to keep singing it with enthusiasm. Let's face it: There are quite a few guys in the Navy who never even went to *high school*, let alone college. And another thing: Have you ever seen a bunch of sailors sitting around drinking? Can't you picture them toasting "the foam"? And saying something as clean and wholesome as, "Here's wishing you a happy voyage home!"? That's almost as bad as "Hi-hi-hee!" *This* song has had it!

OBVIOUSLY, IT'S TIME FOR A CHANGE, SO HERE WE GO WITH . . .

MAD'S REALISTIC, UP-TO-DATE SERVICE SONGS

ARTIST: GEORGE WOODBRIDGE WRITER: LARRY SIEGEL

With so many real soldiers playing extras in war movies, a song like this is appropriate:

THE CAMERAS GO ROLLING ALONG

(To the tune of "The Caissons Go Rolling Along")

Greet those fans, take a bow,
We're on movie duty now,
As those cameras go rolling along.
Hit the beach, kill a Hun
With those blanks there in your gun,
As those cameras go rolling along.



For it's "M-G-M". . .
Or another "Warner's" gem . . .
To Dar-ryl F. Zanuck we belong:
(*Lights! Cut!*)
But should Reds attack,
We will all fight back . . .
Once those cameras stop rolling along.

Aside from heroism and devotion to duty, the Navy is famous for another thing: Dating horribly ugly girls. We think a song saluting this would be very apropos:

THE NAVY DATING SONG

(To the tune of "Anchors Aweigh!")

Our taste's absurd, my boys!
Our taste's absurd!
With girls, our eyesight's blurred:
We date pigs by the herd-herd-herd-herd!



When on that briny deep
From June to May,
Prac-tic'ly any creep
Looks
Like the girl
Who married JFK!

Here is a truly realistic "Marines' Hymn":

THE NEW MARINES' HYMN

(To the tune of the old "Marines' Hymn")

From the neck-high mud of fo-ox holes
To malar-i-a filled bogs,
We will march for 90 miles a day
And drop out and die like dogs!



We will land on mine-strewn bea-eaches
And we'll live with snakes and fleas;
Then we'll all leave Parris Island for
Restful combat overseas.

As we all know, astronauts have a problem more meaningful to them than space radiation and faulty rocket mechanisms:

THE MERCURY ASTRONAUT SONG

(To the tune of "The Air Force Song")

We can't zoom
High over land and waters;
We've no time
For the space scene,
Till we meet
Seventy-nine reporters,
Working for
Life Magazine.
(*Hold-That-Smile!*)
Cam'ras click;
They shoot our sons and daughters,
Dog and house;
Then they all roar:
"Make love to your wife
For page 8 of Life!"
Hey, nothing can stop the Henry Luce Corps!



Since Federal troops have become part of the campus scenery at various schools over the past few years, we think it's time they were commemorated in song:

THE CAMPUS OCCUPATION SONG

(To the tune of "When Johnny Comes Marching Home")

When Johnny goes off to school again,
Hurrah! Hurrah!
We Federal troops will be there then,
Hurrah! Hurrah!
Oh, he'll sneer and jeer and scream and cuss,
And shout and yell and spit at us;
What a hap-py day
When Johnny goes off to school.



When Johnny goes off to school once more,
Hurrah! Hurrah!
We'll teach him the ways of total war,
Hurrah! Hurrah!
He will learn his French and Arithmetic
To bayonets—not a hick'ry stick;
And he'll whiff tear gas
When Johnny goes off to school.



When Johnny is through with school at last,
Hurrah! Hurrah!
He'll leave the old campus and run off fast,
Hurrah! Hurrah!
But then he'll be drafted and he'll come back
With helmet, gun and a full field pack,
And they'll all curse HIM—
When Johnny comes back to school.



One of the most common species of service life doesn't have his own song. This could be it:

THE GOLD BRICK SONG

(To the tune of "Bless 'Em All")



Bless Sick Call! Bless Sick Call!
When passion for duty is small,
We see the medics ere battles begin;
Tell 'em we're dying and need Aspirin.
How we Goldbricks just love that Sick Call;
It's safer than going A-WOL!
You get no promotion
With Calamine Lotion,
But who gives a damn—
Bless Sick Call!

★★★★★★★★★★★★★★★

And last but not least, this song needs no introduction:

SONG OF THE RESERVISTS

(CALLED BACK TO ACTIVE DUTY)

#$%&*!@¢!*&%$#!
#$%&*!@¢!
%$#!*&@¢!#%$¢%!
#$%&@&¢#!
%$#!
%#$!
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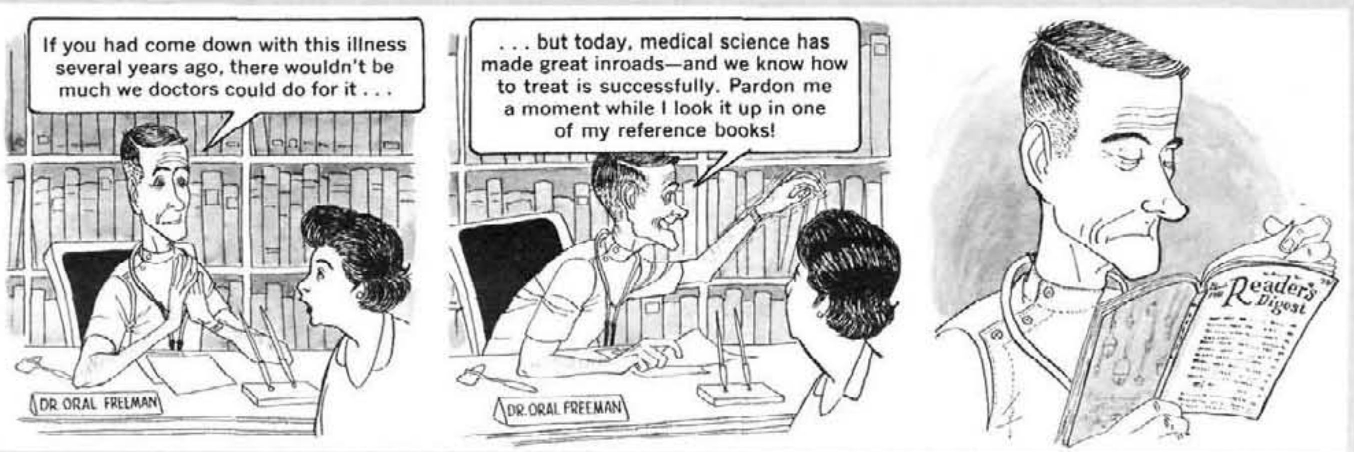


BERG'S-EYE VIEW DEPT.

David Berg has always had a certain animosity toward Doctors, ever since one of them slapped him around when he was born! And he's carried this grudge to an extreme — never having been sick a single day in his life! Weeks and months, yes — but not one single day! Anyway, now Dave slaps back with a "Berg's-Eye View" of the Medical Profession which examines...

THE LIGHTER SIDE OF







FAMILY DOCTORS

WRITER & ARTIST: DAVID BERG








Dr. Lipman, I'm miserabull—*sniff!* I've got a howwibull co'd—*sniff!* My eyes are wadderink, my nose is ruddink, and my throat is sore—*sniff!* What should I do—*sniff??*
KLEENEX
The best thi'g you can do fo' a co'd—*sniff*—is to take two aspirids—*sniff*—and go to bed and stay dere—*sniff!*
WAITING ROOM
PHYSICIAN HEAL THYSELF
KLEENEX
Well, young lady! I don't find anything **physically** wrong with you! Certainly, a 16-year-old should have **more up-and-at-'em!**
But, I feel **awful,** Doctor!
By the way . . . how's your boyfriend, Roger Willco?
Roger Willco? MY Boyfriend?? That dirty two-timing double-crosser!! He likes that phony hair-tinting hussy, Sylvia Saddlesoap!!
I see! Er—Mrs. Cotter, I'm giving you this perscription! Take it down to **Oaks Pharmacy** and **have them fill it!**
HAROLD F. SARATOGA, M.D.
For Patricia Cotter
R one bottle of hair tint — and have Roger Willco deliver it !!
IRVING SAMUELS M.D.
Doctor, is this examination going to take much **longer?**
Why? What's your hurry?
I wanna get home in time to watch **"Ben Casey"!**
Oh, hello, Doctor! As long as you're here . . . why do I keep gaining weight?
You have a severe case of open mouth! Try to keep cake and candy away from it!
Doctor, as long as you're here, could you take a look at Rita? She gets terrible headaches after watching TV all day! What should I do?
Pull out the plug!
I've been getting hoarse lately, Doctor! Can you suggest something?
Yes, disconnect your telephone!


Penicillin for a sore throat! Ridiculous! In the old country, we used to take garlic, vinegar, and limburger cheese—grind it all together—put the mixture in a hot towel—and wrap it around the neck! It worked every time!
My dear Mrs. McMullin! Medical science has come a long way since then! The cure that you suggest belongs back in the ignorant, superstitious Dark Ages!!
Hello! I'm home! Hey—what's the matter with you ?
I feel terrible! I think I'm coming down with a sore throat!!
Well, we can fix that up in a jiffy! Is there any garlic, vinegar, and limburger cheese in the house?
Officer, this car that's double-parked is blocking traffic! Why don't you give the owner a ticket?
Can't you see it's got an "M.D." license plate? The doctor is probably on an emergency call!
WE SELL FLEECE-LINED, OPEN TOED GALOSHES
MD 283
ONLY 28 SHOPLIFTING DAYS LEFT BEFORE CHRISTMAS
MD283
Dr. Miller—sob—this is Mrs. Phillips! My husband seems to be getting worse! I'm terribly worried—sob! Could you please come over and have a look at him . . .? Oh, thank you, Doctor! Thank you . . .
Mary . . . Groan!!
Just a minute Dear . . .
Mary . . . Groan! Can you come here?
Will you get off my back? Can't you see I'm busy?
But, Mary, I feel awful! Can I have my medicine, please?
Your medicine can wait! The doctor will be here in twenty minutes! I've got to straighten out the house, clean the bathroom, and put out fresh towels! You don't want the doctor to think we're slobs do you?
Doctor, I don't seem to have much of an appetite lately! Especially after a big meal!
Try getting up earlier—like before desert!
Well, thanks, Doctor!
Goodbye, Doctor!
Goodbye!
Goodbye!
HEY, DOC! REMEMBER ME? I'M THE PATIENT YOU CAME TO EXAMINE!!
David Berg

SLIPPED DISC DEPT.

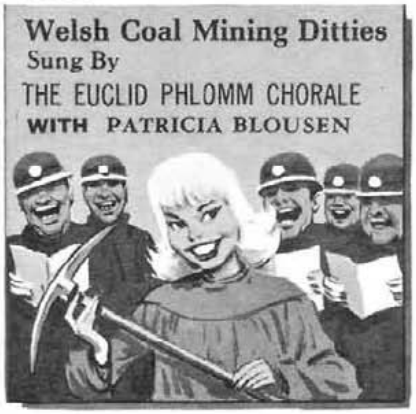
Everybody knows that record album covers are designed chiefly to sell the records inside. But, for a few discerning collectors, they also serve another purpose. Through the billings on the covers, it is possible to trace . . .

THE RISE . . .

1948



1950



1952



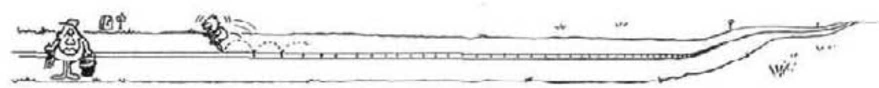
. . . AND FALL

1956



1957





ARTIST: JACK RICKARD
WRITER: TOM KOCH

1954



1955



of a RECORDING STAR
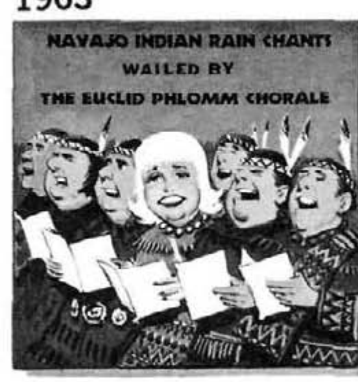
1959



1961



1963



MORE MOVIE DIALOGUE WE'D LIKE TO HEAR

A COLLECTION OF "REVERSE CLICHES" DESIGNED TO INJECT NEW LIFE INTO OLD "SURE-FIRE DIALOGUE"



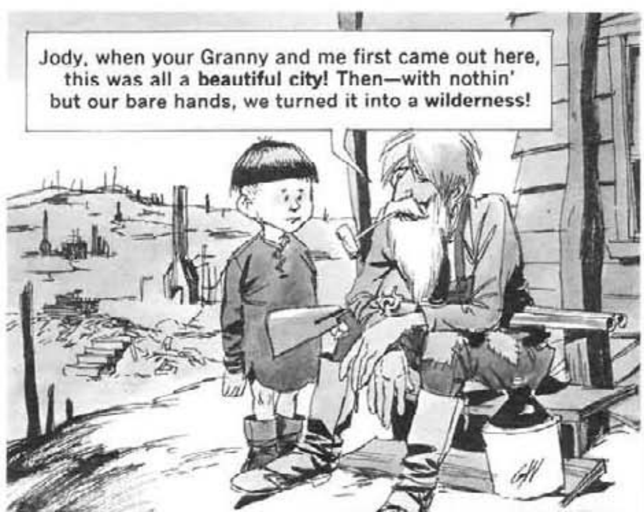


ARTIST: GEORGE WOODBRIDGE











THE PRICE IS A RIOT DEPT.

A few issues back, you marvelled at the ingenious business methods employed by "MAD's Movie Theater Owner of the Year." Well, those little tricks of his were "child's play" compared to . . .

MAD'S "DISCOUNT CENTER" OWNER OF THE YEAR

WRITER: LARRY SIEGEL   ARTIST: WALLACE WOOD








Vleck! What's the idea of smiling and talking politely to that customer? You know you should be scowling and ignoring her! And look how disgustingly neat this counter is! Mess it up, man! Mess it up! Make it look as if 8000 customers have been rummaging through it for fantastic BARGAINS!
Sorry, sir! I lost my head! If you like, I'll take a refresher course in "Counter Sloppiness and Discourtesy" at the store's Sales Training School, sir . . .
EVERY DAY IS BARGAIN
SHOES
You see, Miss Killfifth, when customers come to a Discount Center, they expect to be treated like dirt by the clerks, and they expect messy counters! It's all part of the bargain-hunting psychology! They figure the less money we spend on good clerks and store neatness, the more savings we pass on to them in bargains!
For example, there's Arnold Pfefferschmidt . . . the most successful salesman in the whole store!
50% OFF
Now, I'll take you over to our "Garden Center" and explain our unique pricing structure here at "Kuttrayte City". It's only a short walk—about three or four miles . . .
What a hike! Am I glad I wore my Tiffany G.I.-Shoes today! Say, Mr. Kuttrayte, I notice that clock on the wall says 2:30! That's wrong! It's only 1:30 now . . . !
No, that clock is right! Our "Garden Center" is in another time zone!
RARE EXOTIC PLANTS 30% OFF
KUTTRAYTE BARGAIN ANTIQUES
SALE 100% OFF
LAST DAY
GARDEN CENTER
NUTS
MICKEY RITSKA STRIKES AGAIN
Now, this power mower sells everywhere for about $64. So what we do is write down on the price tag: "LIST PRICE: $112. OUR PRICE: —$64.!" See, the trick is to make up a ridiculous list price for the tag and then sell the item for more or less what it usually sells for in the first place!
I see. In other words, the public only thinks they are saving money! But what happens when you put this same power mower on a "Special Sale"?
Special POWER MOWERS
LIST PRICE $112
Simple! We raise the list price to $139—and still sell it for $64! Get it?
And if we still can't sell it, all we do is change the list price to $199, and our price to $139! For some reason, most slobs won't touch a reasonably priced item! But sell the exact same thing for a lot more dough, and they grab it! Around here, we call this system "The Law of Supply and Idiots". . .
LIST PRICE $139
fantastic
LIST PRICE
I notice you allow customers to pay by check!
Oh, yes! But we prefer cash! So we have some ingenious ways of discouraging this practice! Watch . . .
Just one second, sir, while I get Mr. Frammis, our Counter Supervisor to contact Mr. Flooper, our Section Supervisor, to contact Mr. Grimlit, our Store Supervisor, to okay your check. You see, Mr. Grimlit is the only one on our staff who can read and write!

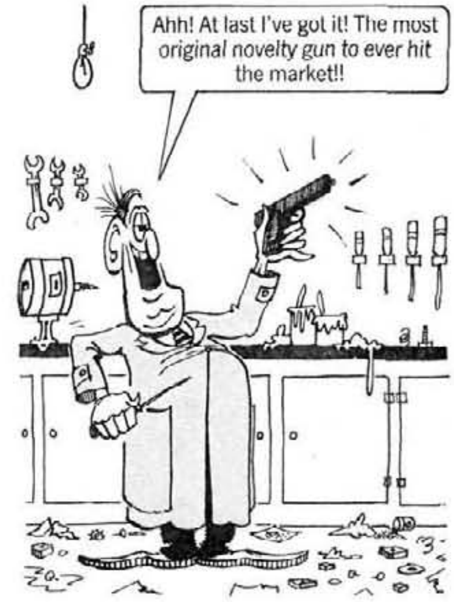

While we're waiting for Mr. Grimlit to handle that customer, I wish you'd tell me what those beat-up old packing crates are doing on this counter? You're not selling them, are you?
Miss Killfifth! We'll sell anything here! But obviously nobody is going to just walk up and buy beat-up old packing crates! We have to—heh-heh—encourage them. That's why we have our unique loud-speaker system! Listen . . .
12
Special BARGAIN
SUPER VALUE USED SEWER PIPE
ATTENTION! ATTENTION ALL SHOPPERS! FOR THE NEXT FIFTEEN MINUTES ONLY, THE FIRST LUCKY 25 CUSTOMERS WHO GET TO COUNTER 12 WILL BE ABLE TO BUY BEAT-UP OLD PACKING CRATES AT THE FANTASTIC LOW PRICE OF ONLY $34.00 A CRATE!!
I don't know Miss Killfifth! There's something about an announcement over a loud-speaker that arouses the buying instincts of the public, no matter what we're selling! So far this year, I've cleared $90,000 on junk like this . . . not to mention the $1400 I've saved on Garbage Removal Service . . .
Oh, look! Our check-paying customer has finally gotten through to Mr. Grimlit . . .
Hmmm! So you want to pay by check! May I see your Driver's License, your Army Discharge papers, your Social Security card, Library card, three Character References, Loyalty Clearance documents, and your Blood Type classification—
That poor guy is not nearly out of the woods yet! But now, I'd like you to see our "Hi-Fi Center"—or "STEREO-ARAMA", as we call it. We like to tack on catchy "ARAMA" tags to all our departments! To my left is "TOY-ARAMA"! Next to it is "TV-ARAMA"! To my right is "AUTO-ARAMA"! We sell yachts at "MARINE-ARAMA"! And authentic space rockets over there at "MISSILE-ARAMA"!
MISSILE
TOY-ARA
USAF
What's this section you're building here?
This will be our new "Discount Funeral Parlor"! We're going to call it "DEATH-ARAMA"!
RAM-ARAMA
CAMERAMA
IT CERTAINLY IS NOISY IN HERE, MR. KUTTRAYTE!
YOU CAN SAY THAT AGAIN! BUT PLEASE DON'T! THE LESS TALKING IN HERE, THE BETTER! ACTUALLY, THE MINIMUM TIME ANY CLERK CAN WORK IN THIS HI-FI DEPARTMENT IS 3 DAYS! AFTER THAT, WE SEND THEM TO A BOILER FACTORY FOR A WEEK, TO RELAX THEIR NERVES!
HI-FI
HI-FI

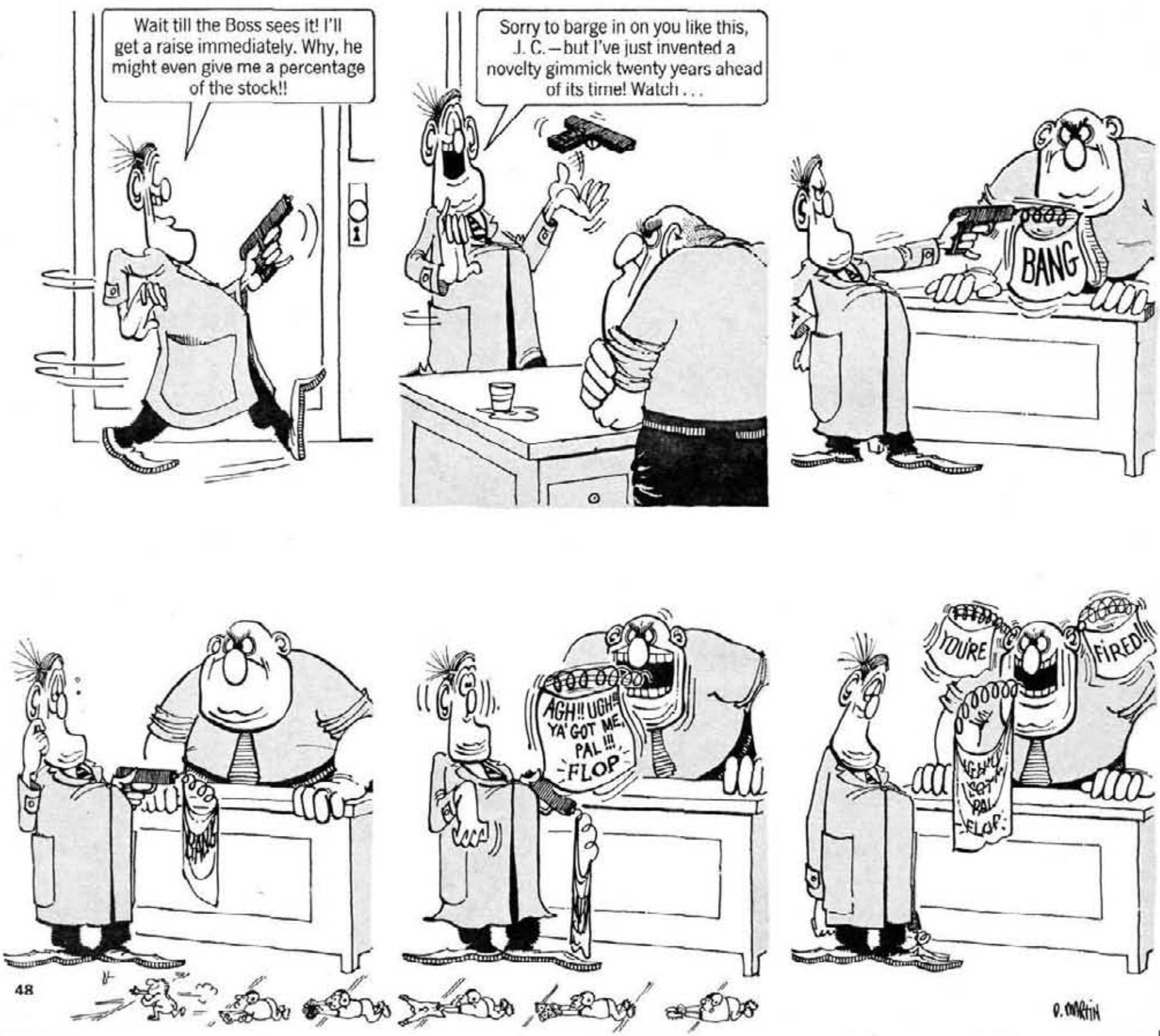

WHY DO YOU HAVE ALL THE HI-FI SETS GOING AT ONCE, FULL BLAST?
THAT'S SO THE CUSTOMERS CAN'T HEAR HOW BAD THE SOUND REPRODUCTION IS ON INDIVIDUAL MODELS. YOU SEE, THESE ARE ALL FAMOUS NAME BRAND HI-FI SETS! FOR EXAMPLE, HERE'S THE ALEXANDER THE GREAT STEREO-MASTER . . . AND HERE'S THE LOUIS PASTEUR HOME MUSIC CENTER . . .
I THINK I KNOW HOW THAT BIT GOES! MAY I SEE THE FOOD SECTION NOW, PLEASE . . .
LET'S DO THE TWIST
THE MONSTER MASH
O SOLE MIO
I think it's a **nice** gesture on your part to provide room on the shopping carts for **children**. It makes it so much easier for their parents to shop!
Yes, we **love** to have the kids in here. They're the most **potent** buying force in the country! If the parents don't maneuver their carts directly down the middle of the aisle, and happen to get just a little too close to a shelf, the kids will grab down **anything** and throw it in the cart . . .
FOOD
Of course—*heh-heh*—we sort of **help things along** with our **carts**! You'll notice that every one moving now has a **crooked front wheel**! We have a special company in Muncie, Indiana, that builds nothing but **crooked-wheeled shopping carts** for us. They've got it down to a science. No cart can move three feet without veering off to the side . . . towards a shelf!
Oh, **look**, Mr. Kuttrayte! Your company **goofed**! There's a woman wheeling a cart with **straight wheels**!
Miss Killfifth, mistakes can happen! We're only human! But **don't worry about her**! We'll get her in the **next aisle**! Come, I'll show you . . .
You mean?
Exactly! We always jam the middle of an aisle with **boxes** . . . you know, pretending we are re-stocking the shelves! Then we station clearks all around to **guard** them! Believe me, there's **no way** for this woman to escape from this aisle with less than 39 cans of **salted peanuts now!**
Oh, here's your **"Fruit and Vegetable** ***Section"!*** But why is that store police-man dragging off the clerk?
Damn idiot tried to sell some tomatoes that **weren't wrapped in cellophane!** Not that we wrap things in cellophane for **sanitary** reasons. *Actually, the stuff isn't even* ***washed*** *before* it's wrapped! The cellophane makes it tough for a customer to squeeze the merchandise to see if it's **rotten** . . . which it often **is**!
18¢
39¢
And this, I assume, is your *check-out* counter!
Right! And I'm particularly proud of this department! Not only are these checkers **fast**, but they're also very **imaginative**! Angela, here, is my most **creative** checker! *Look at that* . . . *$4.59 for a can of peas! $5.12 for a* grapefruit! Oh, look at that! $11.29 for a box of tooth-picks! Genius! Sheer genius! Yes, sir—if we don't get the customers **inside**, we hook 'em **out here**!


I don't understand! Don't the people know they're being charged ridiculous prices?
No, these girls work their machines much too fast! And even when a customer gets home . . . with eight huge bags of food, who bothers to check over a long list of tabulated prices? Know what I mean?
Amazing! Oh, I see you give trading stamps, too!
Oh, yes! And the folks who collect them get all kinds of wonderful free gifts! Of course, we have to foot the bill for the gifts . . . so what we do is tack a few cents on the price of each item, and we manage . . . we manage! Actually, it's a great set-up! It costs each customer an extra $50 or so a year for a "free" $25 gift . . . if she ever finishes saving for it in the first place!
STAMPS
FREE PRE
Oh, there's that customer again—the one who wants to pay by check!
Now, sir, if you don't mind, we're going to take your picture for identification purposes. After that, we'll fingerprint you. Then there'll be a physical check-up out in back! You will fall out in raincoat and helmet liner, carrying a spoon. Then. . . .
STOP! STOP! I'LL PAY CASH!!
Well, Mr. Kuttrayte! I've seen enough! Enough to make me sick! Thank you!
Mr. Kuttrayte! Terrible news! P.U. Cuttpryce is opening a new Discount Center right across the street! He's calling it "Cuttpryce County"! And it's going to cover 1000 more acres than our store! His prices will be lower, he'll sell stuff we don't sell, and what's more—he's building an apartment development right in the store so people will never have to leave the place! What are we going to do?
DO? There's only one thing to do! Clear the store of people! Sheldon, get the oil-soaked rags! Herman, get the gasoline! Tony, get the blow torches! Frank, get the money from the safe! Sidney, get my insurance agent on the phone! I want to make sure I'm covered for the fire I'm about to have!
Goodbye, Mr. Kuttrayte! Thank you for the interview . . . and I'm terribly sorry about your losing your store!
Oh, forget it! We do this all the time! I should clear a few million or so from the insurance company . . .
. . . so drop in and see me again in a few months! I'll be in my new Discount Center, a few miles down the road! I'm going to call it "Kuttrayte Kountry"! We'll sell for even less than "Cuttpryce County"—and we're going to have our own form of government—and our own money—and our own President, ME, and our own . . .

DON MARTIN DEPT. PART III

THE INVENTOR at the NOVELTY COMPANY





YOU'LL SHRIEK WITH LAUGHTER WHEN WE PRACTICE OUR OL' BLACK-AND-WHITE MAGIC



. . . AND GIVE THE NEEDLE TO

***MADISON AVENUE**
. . . and its constant drum-drum-drumming

*** HOLLYWOOD**
. . . and its same old tired song-and-dance

*** TELEVISION**
. . . you can't tell witch doctor is which

*** POLITICIANS**
. . . that hide behind masks of indifference

*** AND OTHER "SACRED COWS"**
. . . the sourcery of many of our troubles

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THE VOODOO MAD

(and get stuck yourself!)

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☐ **MAD** Strikes Back	☐ 75¢ for 2
☐ Inside **MAD**	☐ $1.05 for 3
☐ Utterly **MAD**	☐ $1.40 for 4
☐ The Brothers **MAD**	☐ $1.75 for 5
☐ The Bedside **MAD**	☐ $2.10 for 6
☐ Son of **MAD**	☐ $2.45 for 7
☐ The Organization **MAD**	☐ $2.80 for 8
☐ Like **MAD**	☐ $3.15 for 9
☐ The Ides of **MAD**	☐ $3.50 for 10
☐ Fighting **MAD**	☐ $3.85 for 11
☐ The **MAD** Frontier	☐ $4.20 for 12
☐ **MAD** In Orbit	☐ $4.55 for 13

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PHOTO BY LESTER KRAUSS, PENNIES BY PHILADELPHIA MINT

A penny can make your conscience feel better

Here's a helpful hint for making things right with the little woman next time you're out late, boozing it up with the boys:

As soon as you step up to the bar, ask the bartender for an empty glass and set it down beside you.

Now you can get down to business.

Order your first drink, and drop a penny into the glass.

And every time you order another drink, drop another penny into the glass.

When you've spent all your money, and you're thoroughly soused, and you're ready to stagger home, you'll find you've put aside enough pennies to buy your wife a thoughtful peace offering—something to shut her up when you fall in the front door

A corsage will do it. Try Three, maybe Four Roses!



Association Of American Florists